



Library Board of Trustees  
Springfield Town Library  
43 Main Street Springfield, Vermont  
**Monday, April 15, 2024 at 12 PM**

The Publicity and Advocacy committee of the Library Board of Trustees of the Town of Springfield met for a WORKSHOP on **Monday, April 15, 2024 at 12 PM** at the library and via Zoom.

Draft Minutes

The workshop began at 12:04 p.m.

Committee members present:

- Library staff: Sue Dowdell and Tracey Craft.
- Trustees: Sharon Ayer and pattrice jones (12:11 p.m.).

Also present: Trustee L. Chris Goding.

The results of the survey sent to staff, trustees, and FOSTL members was discussed. Those seen to be using the library most were older adults, families with children age 0-5, those borrowing DVDs and computer users. Those not seen in the library as much as other groups were identified as middle school/high school students (age 12-18) and new adults (age 19-30). Homeschool families were also identified as a possible group to invite to use library resources more than they have been. It was noted that those who could afford own materials and those who do not regularly read may not be aware of all that the library has to offer.

Discussion regarding middle school and high school students included the following suggestions to foster connections with youth so that the library can identify areas that the youth may be interested in:

- the Youth Services Librarian attend middle school functions and possibly be present more in the schools
- the Youth Services Librarian attend “The Space” and put on programs there
- identify a youth leader to invite to participate in this committee work and to encourage peers to participate in an advisory group
- host after-hours events at the library once connections are made

Discussion regarding homeschool families included:

- Connect with homeschool parents to host a monthly homeschool only event, possibly based on the curriculum standards which need to be addressed.

Discussion regarding publicizing library events and resources:

- Continue to publicize via press releases, send digital calendars to schools, Springfield Housing Authority, Springfield Family Center, senior center
- New initiatives:
  - Post calendar Edgar May, connect with Park/Rec to see if calendar can be posted there.
  - Post calendar in laundromats, bus stop, other places where people gather and have to stay a while.
  - Create a linktr.ee page to send people to via a QR code on print flyers
  - Color code future calendars – adult programs one color, teens another, and child events a third color. Discuss the back side of the calendar with library clerk who creates it to identify best way to show differences there.
  - Explore redesign of the front page of the website / calendar to make more user friendly
  - Explore use of movie theater for publicizing events.
  - Create a marketing calendar to highlight one library resource each week on social media and in press release.
  - Have IT department create short YouTube videos to show how to use resources/highlight services.

The workshop concluded at 1:00 p.m.

Respectfully submitted,  
Sue Dowdell  
Library Director